

Leadership Team meeting 7/19/12 at Brookside Gardens

[rough Notes submitted by Britt Slattery]

Two priority initiatives, proposals presented by Steering Committee to Leadership Team for consideration / decision whether or not to undertake. Recognize that CIN has accomplished a great deal this year, and still has a lot to do – yet these two are overarching, could bring together a lot of what we are doing in a collaborative way, highlight the “Power of the Partnership.”

(1) Community Health Initiative - what will it take to make a real difference in incorporating outdoor/nature into children’s health efforts?

- Focus all of our efforts in 1 or 2 communities.
- Mary Bradford - selecting communities bothers her some - dont make mistake of selecting them ourselves - solicit communities to have them invite us to come in, they choose themselves - start w/ a group beginning some small effort, like revitalizing their park (Britt look for that email re neighborhood gathering in Balto 7/28)
- Mary Cary also involve that community in developing/estsblishing the plan
- Collard - some communitities dev a sustainability plan at comm level, bringing in diff partners
- Mullin - looking for a case study example - look for where we have the ability to provide resources - look for where some of our ongoing activitiis can overlap
- Hotchkiss - partners in the medical comm - add in free medical care/ screening - exanding on the health forum pships
- Joe Gill's wife Patty the Sr VP for population health at Hopkins - would be interested in this - has a \$20m grant to work w/ communitities
- Kim - parks and inequality
- Jacqui - is program going to hypothesize what a fully comprehensive program would look like and then implement it? Yes.
- Jamie - what are the esources thst we could bring to bear to the comm to actually implement? We should be reaching out now to DHMH agencies and orgs that provide the services that would be key to implementing this plan. Wld they be willing to target the where and how of this strategic init - eg Taproot org, has a model of grassroots org - coll prof and comm services into a collective pot, couple them into a strategic set of activities for a better outcome.
- Joe Gill - we havent defined what we are looking for. This is a road we should explore, one we should go down. How do we get the changes made? Parents need to be involved.
- NWF is saturating in diff areas, aligning several programs and resources and remove barriers, to see if it makes a diff, see if it can be replicated in other areas - Be Out There Campaign, aims to get 10mill more kids outdoors - adding a staff member to wrok with each of 3 areas, including Baltimore.
- MAEOE EE Capacity Building init - diff platform for engaging communities
- Lori AFF - how big is a communiity? We need to define. Smaller end of scale as a place based provider - could think but lessons they learn in their childrens garden, etc., and export them to chosen community. Dept of Health - State agencies are a powerful force.

- Bradford - get to know person who manages foundation side at hospitals etc.
- Kim - AAMC has Earth community init, improve nutrition thru cafeteria, outdoor spaces.
- Joe Gill - imagine doctor handing you a map of state parks ...
- Karen - implementation might be a diff set of ppl than those who develop plan. FWS can help in dev of NPs or habitat etc. Needs someone to measure what it meant to ppl esp long term.
- Aquarium (Nancy / Joe H) - could do a parent evening, how to get parents involved. Could bring them to the Aqu or go to them, depending on what the community prefers. Out in the communi working w schools and kids. Aq Conservation Team - model could be used for getting communi leaders engaged. Have exp in working w and communicating w kids who have not yet had the exps we want them to have.
- Jana - try experiment with one hospital situation - test the idea of doc giving the park map, and ppl coming back to them. Doc prescribe 20 min of walking every day for a week and then email me.
- NEEF Rx for Nature, Docs in Parks, etc. - Maria Brown, Am Acad of Pediatrics - insight into how best to communicate to doctors, families with few resources, how to get to kids thru social services.
- Body of research growing on childhood obesity, nutrition, etc.
- Lisa - could engage higher ed in pulling together some of these research studies.
- MRPA - help publicize, help facilitate access to psks, look st barriers.
- Cathie - need to figure out all the barriers and fig out how to break them down.
- Jacqui - Audubon centers that could be the receptacle of ppl who will participate in the program - role for health care providers, nutrition, those who provide opps for outdoor physical activity - at the strategic level, what literally will it take? Parents need to be involved, how many hours to be outside, etc. - needs to be very strategic, include a much broader network of resources - be really strategic, dont jump straight to implementtion.
- Cary - synergy around any comm incl schools and faith based orgs, have to be part of the planning up front. Sustainability will be in the instruction and the curric, there are a lot of inits that fit perfectly with this one. In a handful of most challenging schools in Balt City, putting funding around physical actviity, barriers to that would be helpful in our planning. Need to know who the folks are with the resources, and to bring them to the table.
- Jamie - we know in spirit that as this is shaped, it has to be collaborative. Needs someone to be officially the owner or manager of the init. Is that DNR?? Priority places approach that solicited comm interested in improving quality of life, reincarnated smart growth init, we have all the agencies on board that will dedicate x amount of time to making this happen.
- Lori A - word "barriers" has come up more than once, suggest that we think about moving forward, that we think about the social marketing research and using it to inform the process. Lori thinks it is a really interesting framing - supports going forward with this. And would make it more fundable - eg Gates Foundation.
- Mary Cary – how many of you think you could devote some kind of resource to this initiative. Time for devg the strategic plan (only - implementation commitments require looking at the plan).

- Agreed to move forward w dev the plan (a few didnt think they could commit time).

(2) Funding strategy -

- What we have accompl collectively as a pship is nothing short of a miracle, given the shrinking resources. But we cant keep expecting to pull off miracles. Need to keep thinking about new funding sources to support this work.
- We now have very defined structure, work groups, initiatives. Dont have a good sense for what we cant really do without the \$.
- Create an ad hoc group, meet possibly 3 times. Prioritize and narrow the scope, what is the funding need and whats it for? Where do we currently have funds thwt can support, and where are the gaps? And what is the pricetag (the # of the need). Dev very specific recs to bring bsck to LT to address gaps. Identify a lead org for ea of the recs, to carry out next steps.
- Joe - pship has a number of inits, we'd have to rank them to determine wh are most important to pursue funding for... i.d. the need... i.d. the mechansims... We may not be there yet. He agrees Jamies approach is correct but will take a long time to implement it. e.g., Green Schools, figure out how much it would cost to get the other 80% of schools on board.
- Cary - what are the funding streams possible to bring to bear, then match to our priority initiatives. Will work either way. Has been trying to figure out how to manipulate the Fed funding stream to support EE.
- Sarah Bodor - prioritizes might fall out of what are the avail funding streams. Might have to wait, given whats avail.
- Britt - part of the point of bringing LT into this is to hope we can bring their weight and their connections into it to help us find or make a stream of funding for priorities that we dont have a resource for. E.g. Can we look at the transportation issue as a need?
- Bradford - Urban Ecology Center in Milwaukee says school systems / schools may have discretionary \$ to spend, but teachers may not know how to ask for that \$ to pay for transp and to not take no for answer.
- Jamie - there are some existing models w unique means to find funds eg AA Co - and CIN could help to make that model something that others know about and can learn from. Either where need is greatest, or where there is greatest opp. 3 yr timeframe.
- Lori - who is "we?" CIN is not an incorporated entity, so how take in \$? The group that thinks about this needs to think about the structure and what the mechanism would look like. What is the model?
- Jacqui – we should take this on - if we dont figure this out, who will?
- Agreed to move forward on developing a strategy.

Next - LT would meet again in January - gives us a natural due date for putting these proposals/ plans together. SC will figure out next steps.